

One Month Out

October 1st

Less than a month away from the event, use this time to share with your followers that you plan to attend Walk A Mile by posting an "I/We Will Walk" image to your feed.

TAG: @heartlyhouse

HASHTAGS: #WAM2024 #HeartlyIsHere

#WalkAMileInTheirShoes

SOCIAL PLATFORMS:



All of October

October 2nd - 17th

During the month of October, choose from the wide selection of post options and, over the course of those first few weeks, publish several posts sharing WHY you donated and WHY you will walk at WAM 2024.

TAG: @heartlyhouse

HASHTAGS: #WAM2024 #HeartlyIsHere

#WalkAMileInTheirShoes

SOCIAL PLATFORMS:



Day Before WAM 2024

October 18th

On the day before WAM, post a photo reminding your followers it's tomorrow!

TAG: @heartlyhouse

HASHTAGS: #WAM2024

#HeartlyIsHere

#WalkAMileInTheirShoes



SOCIAL PLATFORMS:



Day of WAM 2024

October 19th

On the day of WAM, share your own photos from the walk so we can share on our feed, too!

TAG: @heartlyhouse

HASHTAGS: #WAM2024

#HeartlyIsHere

#WalkAMileInTheirShoes



SOCIAL PLATFORMS:

